

Welcome to “ITS Technology Tips,” where we bring you some useful information about the technology here at Loyola and effective ways to use the technology. Remember to visit the weekly [Tech Tips Blog](#) for the latest tips and the [Technology Tips Archive](#), to find all Tech Tips in PDF format, categorized for easy access.

## Personalized Internet Surfing with Google’s Web History

Have you ever found a really great website, forgot to bookmark it, and then can’t find it again? Or perhaps you’re researching a topic and don’t necessarily want to bookmark each site you visit, but you might want to refer back to one of your searches. Now you can keep track of all of the websites you visit and make them searchable with Google’s Web History. Not only will all of the pages you visit be stored online, Web History helps deliver more personalized search results based on your Google searches. With Web History you don’t have to be as methodical with bookmarking, all you need to do is simply login to your Google account from any computer and start surfing.

### How it Works

Before getting started, you will need to create a Google account. If you already have Gmail account, all you have to do is sign in. You can create Google account or sign in to Web History here: (<https://www.google.com/accounts/ServiceLogin?hl=en&continue=http://www.google.com/history/%3Fzx%3DXtdCc8Qsrhs&nui=1&ltmpl=reauth&service=hist&srr=1>). In order to take full advantage of Google Web History, you will be prompted to install the Google Toolbar, if you don’t have it already. Web History relies on the Toolbar’s Page Rank feature in order to send information about these pages to Google and associate it with your Google Account. Once you login to Web History, you will be able to immediately start tracking the web pages you visit. You can view your history within the following categories: Web, Images, News, Froogle, Sponsored Links, Video, and Maps. The listing includes Google search terms and all visited web pages, as you can see in the screenshot below:

**Apr 24, 2007**

10:41 am	Searched for <a href="#">google web history</a> - <a href="#">Viewed 1 result</a> <a href="#">Google Web History</a> - <a href="#">google.com</a> - Viewed 2 times
9:59am	Searched for <a href="#">google web history</a> - <a href="#">Viewed 2 results</a> <a href="#">Google Web History</a> - <a href="#">dannyyayers.com</a> <a href="#">Google Operating System: Google Web History</a> - <a href="#">blogspot.com</a>
9:45am	Searched for <a href="#">google web history</a> - <a href="#">Viewed 2 results</a> <a href="#">Google Web History</a> - <a href="#">google.com</a> - Viewed 2 times <a href="#">Google My Search History Personalizes the Web</a> - <a href="#">searchengine</a>

Google also provides a link to your “Trends,” which will eventually list patterns in your searching, once you have been using Web History long enough. For a listing of search patterns and trends on a global scale, check out Google Zeitgeist (<http://www.google.com/press/zeitgeist.html>). In Web History, Google provides recommendations based on your searches in the “Interesting Items” tab. There is also a place to easily add and store your bookmarks within Web History so you can access your bookmarks from any computer.

## Privacy and Security

According to Google's Privacy Policy, Google does not collect information that directly identifies you (e.g., your name, email address) and will not sell or provide personally identifiable information to any third parties (<http://www.google.com/privacy.html>). It's always a good idea to read the privacy policy and terms of service before using any online service. Google also says they encrypt all the data and you're the only one who can access it. Note that you will be prompted for your password multiple times in a session. Google also provides mechanisms that allow you to control what's included in your history. You can click on the "pause" link, which will stop the recording of your search results until you enable storing your history again. You can also edit your search history, deleting any queries or search results that you don't wish to include in your history.

## Resources

Google Web History Help:

<http://www.google.com/support/accounts/bin/topic.py?topic=10470&hl=en>

Google Operating System; Unofficial news and tips about Google:

<http://googlesystem.blogspot.com/2007/04/google-web-history.html>

An article about the beta version of Web History called 'My Search History,' provides some helpful information:

<http://searchenginewatch.com/showPage.html?page=3499046>

That's our technology tip for this week. If you have found the information helpful, please drop us a line at [Training@luc.edu](mailto:Training@luc.edu) . If you'd like to go back to our archive of technology tips, please visit us on the Web at <http://www.luc.edu/its/techtips.shtml>.